



Hot
Water

*DESIGNED for
YOUR HOME*

BY THE FOREMOST MANUFACTURER
OF HOME COMFORT APPLIANCES

Rheem
R Rheem

HOT WATER

Instantly— AND Automatically

Your hot water will never run cold again—if you have a Rheem Automatic Water Heater, in the right size for your house. And if you have appliances such as an automatic dishwasher or washing machine, double sink or extra showers—a Rheem Automatic will make them all work at top efficiency.

Rheem offers you a complete line to choose from—models for any type of gas, electricity and oil—in sizes for every family—in styles for every home.

All are fully automatic. All have the Rheem-Processed Tank for corrosion protection. All are economical to own and operate. And all are fully guaranteed for your protection. Rheem's own guarantee is one of the most liberal offered by any manufacturer. Moreover, every Rheem model has earned the Good Housekeeping Guaranty. And the gas models are also approved by the American Gas Association, the electric and oil models by Underwriters' Laboratories, Inc.

for FAST HEATING GAS



Royal Deluxe

THE RHEEM AUTOMATIC GAS WATER HEATER meets every hot water need for your home. It's easily installed, the gleaming baked enamel finish is easy to keep clean. New engineering features assure you long, trouble-free performance.

FULLY AUTOMATIC—you set the convenient thermostat dial just once, then the burner goes on and off automatically. You never have to bother with it. And the Rheem Safety Control automatically shuts off all the gas if the pilot light should go out.

HEATS WATER FAST—scientific construction of burner and flue enables the Rheem to heat water remarkably fast. And the thick blanket of Fiber-glas Insulation holds heat in.

CORROSION-RESISTANT TANK—the tank is Rheem-Processed—heavy gauge steel is fused with an even zinc coating to guard against corrosion. It's guaranteed.

FOR EXTRA PROTECTION against corrosion, the Rheem Royal DeLuxe model also has the Rheem magnesium rod (optional equipment at extra cost on the other Rheem models).

LEAK-PROOF CONSTRUCTION—the Rheem tank is seam-welded by the most modern automatic welding methods—developed by Rheem during more than 20 years' experience.

WORKS ON ANY TYPE OF GAS—manufactured, natural, mixed or bottled gas. Patented grid of the Rheem burner is quickly adaptable for any type of gas.

ROYAL DELUXE—All controls are housed inside the streamlined cabinet, yet are easily available for servicing.

DELUXE—All the operating features of the Royal DeLuxe. Rheem magnesium rod is optional at extra cost.

FULL RANGE OF SIZES—for every size home.



Deluxe

Rheem

Automatic Gas Water Heater

Rheem Deluxe

Model Number	Capacity (gallons)	Recovery Gal. per Hr.	BTU Input per Hr.	Height	Diameter (Jacket)
30-20	20	30.8	22,000	59 3/4"	15 1/4"
30-30	30	42.0	30,000	64 1/4"	17 1/4"
30-40	40	42.0	30,000	64 3/8"	19 1/4"

Rheem Royal Deluxe

40-20	20	30.8	22,000	58 1/2"	17 1/4"
40-30	30	42	30,000	63"	19 1/4"
40-40	40	42	30,000	63 3/4"	21 1/4"

Series 40 Large

40-50	50	69.9	50,000	76 1/8"	22 5/16"
40-75	75	104.7	75,000	79"	26 5/16"
40-100	100	139.8*	100,000*	84 1/2"	28 5/16"

*For LP gas—
119.0

*For LP gas—
85,000



for CONVENIENT ELECTRICITY



Rheem Royal Deluxe—

This streamlined upright model is easily installed in your basement, kitchen or utility room. All controls are housed inside the streamlined jacket. The convenient thermostat dial is easily accessible, and a flick of the dial gives you hotter water. Comes in sizes for any home—from 12-100 gallons capacity.



Rheem Royal Deluxe Table Top— This model saves space in a streamlined kitchen or laundry room. The rectangular cabinet stands 36" high, is installed flush alongside working cabinets, and the porcelain enamel top provides extra table space. Has all the operating features of the round model.

THE RHEEM AUTOMATIC ELECTRIC WATER HEATER is designed and styled to fit any type of home. **IT'S FULLY AUTOMATIC.** The convenient thermostat dial automatically regulates water temperature, current goes on and off as necessary.

EFFICIENT HEATING ELEMENTS are made of highest quality "nichrome," embedded in magnesium oxide and sealed in seamless copper tubing. The heating elements project directly into the water, thereby utilizing every kilowatt of electricity and cutting fuel costs.

THICK BLANKET OF FIBERGLAS INSULATION surrounds the storage tank, keeps heat in, further cuts down on fuel costs.

THE RHEEM-PROCESSED TANK affords protection against corrosion, keeps water clean and fresh. The Rheem magnesium rod for extra tank protection in exceptionally corrosive water, is standard on these models, optional on others at extra cost.

MEETS ALL UTILITY REGULATIONS— The Rheem is constructed to meet the special utility requirements of different localities. There are no "extras" to buy, no alterations to make. It operates on 220-230 volt current.

Rheem Automatic Electric Water Heater

Series 80—Royal Deluxe

Heating Unit Wattages (N. E. M. A. Standards)

For 230 Volt Current*

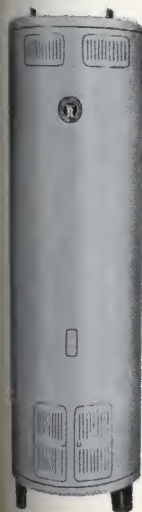
Model No.	Capacity (gallons)	1 Element†	2 Elements**		Height	Diameter
			Upper	Lower		
80-12S	12	1000	—	—	36½"	17¼"
80-20S	20	1250	—	—	42¼"	20¼"
80-20D	20	—	1000	600	42¼"	20¼"
80-30S	30	1500	—	—	57¼"	20¼"
80-30D	30	—	1000	600	57¼"	20¼"
80-40S	40	2000	—	—	58½"	22¼"
80-40D	40	—	1250	750	58½"	22¼"
80-52S	52	2500	—	—	60"	24¼"
80-52D	52	—	1500	1000	60"	24¼"
80-66S	66	3000	—	—	61½"	26¼"
80-66D	66	—	2000	1250	61½"	26¼"
80-82S	82	3000	—	—	73¼"	26¼"
80-82D	82	—	2500	1500	73¼"	26¼"
80-100D	100	—	3000	2000	72¼"	28¼"

Series 80T—Royal Deluxe Table Top

Model No.	Capacity (gallons)	1 Element	2 Elements		Height	Width	Depth
			Upper	Lower			
80-T-30S	30	1500	—	—	36"	23"	25"
80-T-30D	30	—	1000	600	36"	23"	25"
80-T-40S	40	2000	—	—	36"	25"	25"
80-T-40D	40	—	1250	750	36"	25"	25"

*Conforms to Underwriters' Laboratories requirements. †1 thermostat. **2 thermostats.

for ECONOMICAL OIL



THE RHEEM OIL-FIRED WATER HEATER sets a new high in automatic operation and a new low in fuel consumption. You can count on dependable, trouble-free service. There is no motor or complicated mechanism to require attention.

AMAZING FUEL ECONOMY—the new Rheem pot-type burner cuts oil consumption way down. Even the pilot light burns on an extremely low flame.

FULLY AUTOMATIC—the thermostat dial regulates water temperature. The Rheem heats water—stores it hot until needed—then rapidly heats up a fresh supply—all

automatically. Rheem Safety Control shuts off the fuel if the pilot is extinguished.

The Rheem-Processed tank for corrosion protection is standard equipment. The Rheem magnesium rod is optional at extra cost.

Rheem

Automatic Oil Storage Water Heater

Series 70

Model Number	Tank Capacity (gallons)	Recovery in Gal. per Hr.	Input in BTU	Height	Diameter
70-30	30	42	30,000	66¾"	20¼"
70-50	50	42	30,000	66½"	24¼"

What Every Home Dweller Should Know—



**IMPORTANT FACTS
TO HELP YOU PICK
THE RIGHT KIND
OF WATER HEATER**

Why Corrosion-Resistance is Important —

Any water in any water heater is bound to start a slow process of corrosion. All Rheem models have the Rheem-Processed tank to resist this corrosive action. And many Rheem models are also equipped with a magnesium rod, for extra protection. The magnesium rod goes into action when corrosion threatens the tank lining. Actually a small portion of the magnesium metal is deposited on the tank lining wherever pits or weak spots might exist. Thus the magnesium rod strengthens and builds up the tank.

How Hot Should Hot Water Be — Your home requirements run from 105° to 115° for the tub or shower—up to 150° to 160° for an automatic dishwasher or washing machine. With the Rheem thermostat dial you can tailor the temperature to your needs. For example, if 140° water is most practical for your average daily use, set the dial and the water will always be kept at this degree.

Then, if you occasionally need higher temperature, you can flick the Rheem dial to the proper setting and turn it back later—just as easily as turning on your water tap.

What Fuel is Best — They're all good, so the most economical and convenient one is the best. Your Rheem dealer will give you impartial advice because he carries Rheem Water Heaters for all fuels.

How to Be Sure of Enough Hot Water — Plenty of hot water depends on the *right size* water heater and the speed at which it heats water. Actually it costs no more per gallon to heat water in the 100 gallon size than in a 20 gallon tank.

Your Rheem dealer can estimate your hot water requirements accurately, help you choose the right size Rheem, in the right fuel, for your home and family. He'll give you prompt delivery and expert installation.

**Be Sure
— Buy Rheem**

HOME COMFORT APPLIANCES

**Water Heaters
Soft Water Appliances**

**Heating Appliances
Evaporative Coolers**

9 Plants in U. S. A.—affiliated companies in Brisbane, Melbourne, Sydney, Rio de Janeiro, Singapore, and Hamilton, Canada.

RHEEM MANUFACTURING CO.

570 Lexington Avenue
New York 22, New York



Packaged
Heating

*DESIGNED for
YOUR HOME*

BY THE FOREMOST MANUFACTURER
OF HOME COMFORT APPLIANCES

Rheem
R Rheem

MODERN HEAT AT **Lowest Cost**

Rheem "Packaged" Heating is the most economical way to heat your modern small home—or to remodel the heating system of an older home.

These Rheem Space Heating Appliances provide you with clean, comfortable, warm air heat. It's direct heat—direct from the appliance to your rooms. There is no expensive auxiliary equipment required,

no expensive alterations to make. Each appliance is easily installed as a compact unit.

They follow the modern trend toward space savings, too. Installed under a floor—in a wall—or on the floor by a baseboard—they take up less space, give far more heat than old-fashioned appliances. And their appearance blends beautifully with interior

The Rheem ComPACT Floor Furnace



This modern, compact furnace is especially designed to meet small home heating requirements. It provides clean warm air heat—direct from furnace to your rooms—no heat is wasted. Depending on their location, one or two of these small furnaces can heat your entire house.

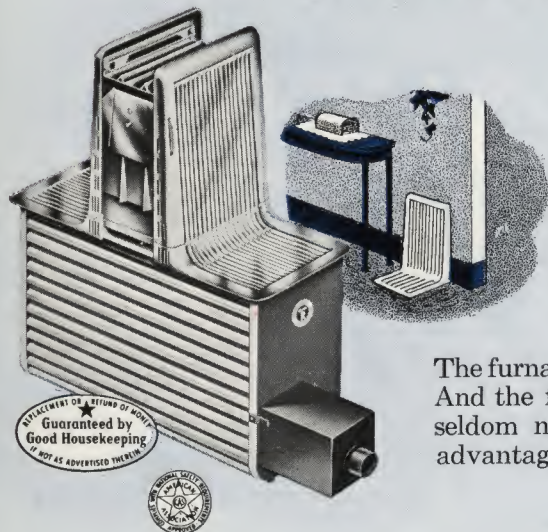
It incorporates all the design and engineering features of a large furnace—yet its cost is remarkably low. You can add a living room thermostat (optional at extra cost) and then your furnace is fully automatic. Operates on any kind of gas—manufactured, natural, mixed or "bottled" LP gas.



The Rheem ComPACT Floor Furnace

Specifications	Model Number		
	1601-25F	1601-35F	1601-50F
BTU per hr.			
Input	25,000	35,000	50,000
Output	17,500	24,500	35,000
Over-All Register			
Dimens.			
Length	30 3/4"	30 3/4"	30 3/4"
Width	16 3/8"	16 3/8"	24 1/4"
Depth Incl. Burner	25 1/2"	25 1/2"	25 1/2"

The Rheem Dual Wall Furnace



This is similar in features and operation to the floor model. The inconspicuous hot air registers are installed in any wall separating 2 rooms. A manual diverter permits heat to be directed to one or both rooms as desired.

The furnace itself goes right beneath the floor. And the furnace is so shallow that there is seldom need for any excavation—another advantage for the home without a basement.

The Rheem Dual Wall Furnace

Specifications	Model Number		
	1601-25C	1601-35C	1601-50C
BTU per hr.			
Input	25,000	35,000	50,000
Output	17,500	24,500	35,000
Wall Register Dimens.			
Width	19"	19"	26 3/4"
Height	23"	23"	23"
Floor Register Dimens.			
Width	19"	19"	26 3/4"
Length	8 1/8"	8 1/8"	8 1/8"
Over-All Depth Incl. Burner	25 1/2"	25 1/2"	25 1/2"

t You have all the advanced design and engineering
atures that you would expect only from large, ex-
ensive furnaces—yet these appliances are amaz-
ingly economical to own and operate. And they give
e is you long, dependable, trouble-free service.

sal- All of them are guaranteed by Rheem for your
on protection. Look too for the seals of quality awarded
give independent testing authorities. They are your
And insurance that each appliance will give you years of
ors. efficient, low-cost heating comfort.



The Rheem Oil Console Heater



This trim appliance sets a new high in heating, and a new low in cost.

It's a streamlined, compact appliance that is easily installed in the living room, dining room or bedroom. Goes right on the floor like a piece of furniture, and it's just as handsome. Finished in rich mahogany.

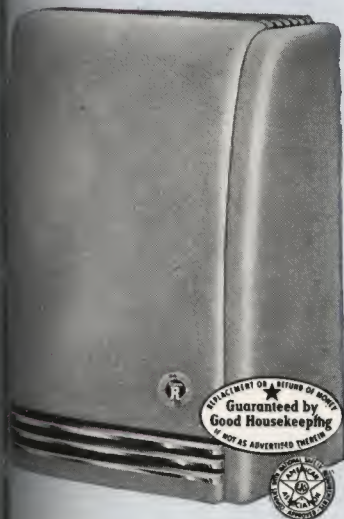
And for heating—the Console puts out a flood of clean, *automatic* warm air heat. No dirt, soot or ashes—it needs no attention. Simply light the pilot, set the room thermostat for the temperature you want, and the Console goes on and off by itself.

ADVANCED ENGINEERING FEATURES make it highly efficient and economical to operate. It burns oil at new low cost for this type of appliance. Optional equipment at extra cost includes: humidifier to add healthful moisture to the air, a powerful fan for even greater air circulation, and a compact storage tank attachable to the back of the heater.

The Rheem Oil Console Heater

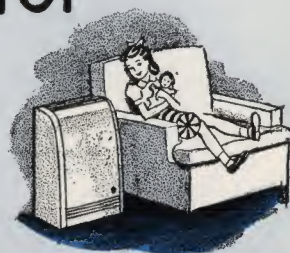
Model	B. T. U. Output Per Hr.	Width	Height	Depth	Fuel Not Heavier than
3050	50,000	31"	39"	19"	NO. 2
3070	65,000	31"	39"	23"	NO. 2

e The Rheem Gas Console Heater



It's similar to the oil model in design and handsomely finished in walnut. This trim Gas Console can heat up to several rooms if properly located, and it's perfect for occasional heating of spare rooms in larger homes.

Modern engineering design provides clean, direct heat. Scientific construction deflects heat away from walls and into rooms. Pilot burns continually, no need to relight the burner. Automatic controls, including living room thermostat, are optional equipment at extra cost.



The Console is easily installed in any room. Narrow base usually permits installation on floor strip between rug and wall. The Console operates on any type of gas—manufactured, natural, mixed, or "bottled" LP gas.

The Rheem Gas Console Heater

Specifications	Model Number		
	1700-25	1700-35	1700-50
BTU Input per hr.	25,000	35,000	50,000
Width	26"	26"	26"
Height	29 3/4"	34"	34"
Depth	13"	13"	20"

How to Make a Wise Choice in **PACKAGED HEATING**

*This line of Rheem Space Heating Appliances
is designed to meet every small home heating need.*

If you have a new home, then you know how it is planned to utilize every foot of space more efficiently. Rheem Space Heating Appliances are designed for that new home. They take up less space, give more heat, blend tastefully with your furnishings. Or if yours is an older home, you can go far toward modernizing it with these up-to-date appliances. You can do away with unsightly, old-fashioned heating equipment—get more efficient heat and better use of your space with these modern appliances.

Compare these trim, modern appliances with bulky, inefficient equipment—and you'll never go back to old-fashioned heating again. Compare the cost, and you'll be

doubly convinced. Look at the seals of quality issued to Rheem by independent laboratories and testing authorities—and you'll know why Rheem is the leading brand of heating appliances.

It's important to get exactly the right *size* and *type* of Rheem Appliance for your home. Your Rheem heating dealer can help you make a wise choice. He will estimate your heating requirements accurately. He'll check your floor plan and living arrangements, then select the best location for your Rheem Heating Appliance. And he'll give you expert installation—so that you will enjoy years of trouble-free, dependable performance from your Rheem.



*You'll get more heat for less money,
more warmth with no worry—
when you have a Rheem Heating Appliance
installed in your home!*

**Be Sure
—Buy**

Rheem

RHEEM MANUFACTURING CO.

570 Lexington Avenue
New York 22, New York

HOME COMFORT APPLIANCES

**Water Heaters
Soft Water Appliances**

**Heating Appliances
Evaporative Coolers**

*9 Plants in U. S. A.—affiliated companies in Brisbane, Melbourne,
Sydney, Rio de Janeiro, Singapore, and Hamilton, Canada.*



Automatic
Heat

*DESIGNED for
YOUR HOME*

BY THE FOREMOST MANUFACTURER
OF HOME COMFORT APPLIANCES



Rheem

3

KINDS OF HEATING COMFORT FOR THE PRICE OF ONE!

Picture your home with all the rooms "winter air conditioned"—heated and healthfully ventilated with clean, warm air heat. In your basement is a spacious modern game room, while over in one corner stands a compact, modern appliance which supplies all the heat for your home *automatically!*

It's but a step from this picture to reality, when you learn about the Rheem Automatic Winter Air Conditioner—the furnace which gives you 3 kinds of heating comfort for the price of one!

The Rheem *filters*—*humidifies*—*circulates* warm air heat—all automatically. All this from one compact appliance—all this at a price you wouldn't believe possible! Plus—your choice of sizes for any home—styles for any type of house—and your choice of fuels!

It's guaranteed by Rheem, with one of the most liberal warranties offered by any manufacturer. And look too for these seals of top quality on the Rheem models.

All gas models are approved by the American Gas Association.

All oil models are approved by Underwriters' Laboratories, Inc.



The Rheem Gas-Fired Winter Air Conditioner

FULLY AUTOMATIC WARM AIR HEAT—from the simplest, most efficient type of furnace. No pipes to rust or leak, no pressure to maintain.

A living room thermostat controls all furnace operations. Set it once in the Fall for the room temperature you want, and your home will stay comfortably warm all winter long, without any attention on your part. The burner goes on and off automatically, as necessary to maintain the right degree of warmth. And a safety control automatically shuts off the gas if the pilot light should go out.

CLEAN WARM AIR—Efficient filters remove all the dust and dirt from the air before it reaches your rooms. That means cleaner furnishings, lower cleaning bills, less housework.

HUMIDIFIED WARM AIR—A built-in humidifier *automatically* adds just the right amount of moisture to the air for your comfort—eliminating that "stuffy" feeling in room air. Authorities say you feel more comfortable in properly humidified air at lower temperatures. And that means big savings on fuel. (The humidifier is optional equipment on the Rheem, at small extra cost.)

CIRCULATED WARM AIR—A quiet blower unit on the Rheem circulates the warm air *quickly and evenly* to all the rooms of your house. No cold spots, no uneven heating. The blower works automatically, too.

FOR ANY TYPE OF GAS—the Rheem operates on manufactured, natural, mixed or bottled gas.

The Gas-Fired Winter Air Conditioner comes in Highboy and Lowboy models—for space-saving installation in any type of home. Operating parts are enclosed in streamlined cabinet. Outer jacket is attractively finished in baked enamel.



The Rheem Oil-Fired Winter Air Conditioner

THE RHEEM OIL-FIRED WINTER AIR CONDITIONER has all the basic operating features—all the advantages—of the gas-fired model.

It's fully automatic with the burner and blower-filter unit monitored by the living room thermostat. The Rheem oil burner is the pressure atomizing type—quiet, economical, designed for long, dependable service.

Oil-Fired Winter Air Conditioner

Model No.	BTU Output per hr. at Bonnet	Width	Depth	Height
3601-90	106,000	27"	52"	52"
3601-130	153,000	30"	59"	60"

ENGINEERING FEATURES OF THE RHEEM HIGHBOY

HIGH ECONOMY GAS SAVER DOME—compact, efficient dome warms all the air before it leaves the furnace.

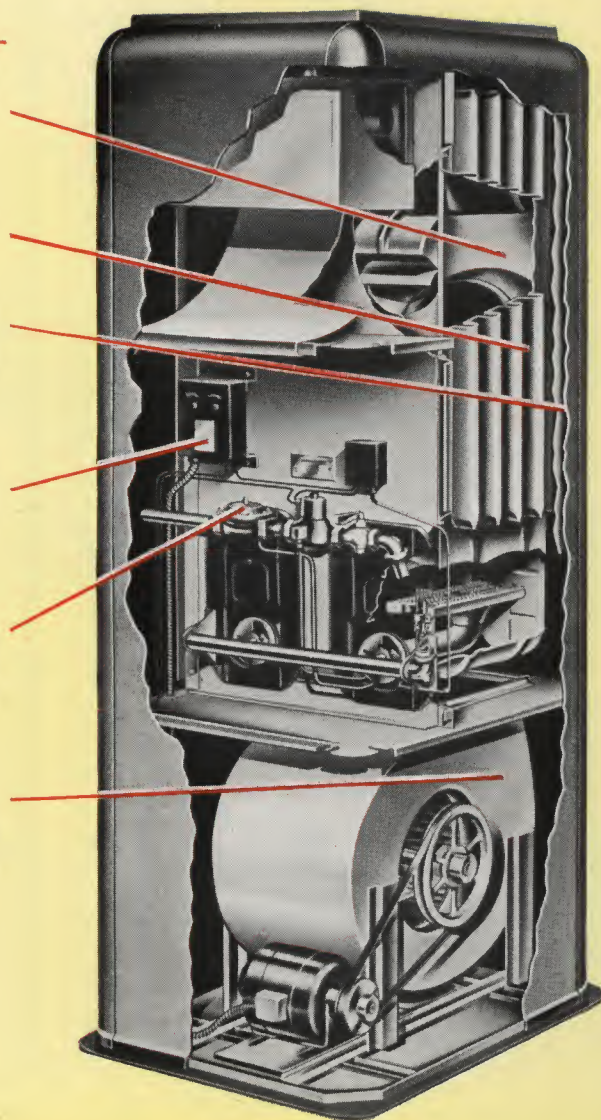
FIREBOX—Electrically welded, airtight construction.

INSIDE INSULATORS—insure low temperature for outer case, bring the air in closer contact with hot surface of firebox.

FAN AND LIMIT CONTROL—Automatically starts and stops the furnace according to temperature in the furnace bonnet.

PRESSURE REGULATOR—insures uniform gas pressure to burners regardless of fluctuating line pressure.

BLOWER—has dynamically balanced construction and is mounted on live rubber for quiet, vibrationless operation.



HIGHBOY—easily installed in furnace closet of one story home.



LOWBOY—for basement, furnace closet or utility room.

Rheem Gas-Fired Gravity Furnace

FOR LOWEST COST. If you want the enjoyment of a full-sized warm air heating system at the lowest possible cost, then the Rheem Gravity Furnace will be your choice. It circulates warm air heat by gravity—quietly and quickly throughout your house.

It has all the high quality construction and streamlined design of the fully automatic Winter Air Conditioner. Works on any kind of gas fuel. For manual operation.

Your investment in a Rheem Gravity Furnace will be good for years. You can add all the extra equipment as you wish—automatic thermostat, blower-filter unit and humidifier—and then you'll have a fully automatic winter air conditioner!



Gas-Fired Winter Air Conditioner

Model No.	BTU Input	BTU Output	Width	Depth	Height
Highboy					
3200-60	60,000	48,000	14½"	24½"	64"
3200-84	84,000	67,200	20¾"	24½"	64"
3200-100	100,000	80,000	22¾"	24½"	64"
3200-126	126,000	100,800	30¾"	24½"	64"
3200-150	150,000	120,000	32¾"	24½"	64"
3200-168	168,000	134,400	44¾"	26½"	64"
3200-200	200,000	160,000	46¾"	26½"	64"
3200-250	250,000	200,000	56¾"	26½"	64"
3200-300	300,000	240,000	66¾"	26½"	64"
3200-350	350,000	280,000	76¾"	26½"	64"
Lowboy					
3400-60	60,000	48,000	14½"	42¾"	52"
3400-84	84,000	67,200	20¾"	42¾"	52"
3400-100	100,000	80,000	22¾"	42¾"	52"
3400-126	126,000	100,800	30¾"	46¾"	52"
3400-150	150,000	120,000	32¾"	46¾"	52"

Gas-Fired Gravity Furnace

Model No.	BTU Input	Width	Depth	Height
3300-75	75,000	27½"	29"	55½"
3300-90	90,000	27½"	35"	55½"
3300-112	112,500	37½"	29"	55½"
3300-150	150,000	47½"	29"	55½"
3300-187	187,500	57½"	29"	55½"

New High in Heating— with Low-Priced Coal

Coal fuel—always economical—takes on new values when it's used in a Rheem Coal-Fired Furnace.

Gone are the days of old-fashioned furnace tending, uncertain heat and dirty ash removal. Now you can have warm air heat that is clean—automatic—efficient—and you can have it at lowest cost!

The Rheem Stoker-Fired Furnace gives you filtered, humidified, circulated, *automatic* warm air heat—in a single streamlined package. The coal is fed scientifically and automatically to the furnace—and burned far more efficiently than if you fired it by hand. You have all the advantages of the gas or oil-fired winter air conditioner, yet you save with thrifty coal.

Or for lowest initial cost, you can get the Rheem Gravity Coal Furnace and add the automatic features later, as you wish. And if your present coal furnace is in good condition, you can modernize it the same way. The automatic thermostat, Rheem Stoker, humidifier and blower-filter unit are so designed that they can be easily connected up to your present furnace.

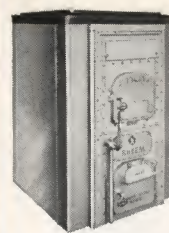
Whatever your choice, you'll have maximum satisfaction with Rheem Coal-Fired Heating Appliances. They are guaranteed by Rheem.



**Rheem
Stoker
Furnace—**

feeds coal automatically to the furnace, requires only a few minutes' attention a day. Stoker burns coal with greatest efficiency, cuts fuel bills drastically over old-fashioned hand firing.

Built-in humidifier moistens the warm air, a blower-filter unit cleans and circulates the air. Living room thermostat regulates the temperature automatically.



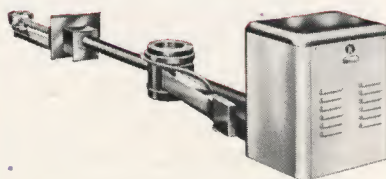
**Rheem
Coal-Fired
Gravity Furnace—**

the most economical type of coal furnace that you can own. It circulates warm air heat by gravity. You'll find the

same careful design as in the most expensive furnaces.

What's more, you can add automatic equipment later. The living room thermostat, humidifier, automatic stoker, automatic blower-filter unit can easily be installed. Then you'll have a fully automatic coal furnace. You can also convert it to automatic gas or oil heat.

Rheem Automatic Stokers—



feed coal automatically to the furnace, eliminate old-fashioned furnace tending, dirt and ashes. They require only a few minutes' attention a day, burn coal so efficiently that there is only one small clinker "doughnut" to remove from the furnace.

The hopper model is loaded manually, holds a full day's supply of coal. The bin-feed model feeds coal directly from bin to furnace. Either model may be easily attached to a gravity coal furnace, and it will cut fuel bills drastically.

Coal Gravity Furnace

Model No.	BTU Output at Bonnet	Width	Depth	Height
3800-62	83,100	35"	36"	56"
3800-75	100,900	37"	39"	56"
3800-88	117,300	39"	42"	56"
3800-107	143,300	46"	48"	58"

Stokers

Model No.	Coal Feed Rate, lbs. per hr.			Hopper
	Min.	Intermed.	Max.	Cap. lbs.
Res. Hopper				
RB20	10	15	20	375
RB35	20	27	35	375
RC50	30	40	50	450
Res. Bin Feed				
RJ20	10	15	20	X
RJ35	20	27	35	X
RK50	30	40	50	X

Stoker Furnace

Model No.	BTU Output at Bonnet	Coal Feed Rate per Hr.		
		Min.	Intermed.	Max.
RF20-12	130,000	10	15	20
RJF20-12	130,000	10	15	20

More Comfort And More Heat For Your Money

Warm air is the fastest growing, most popular type of home heating in the country. It's easy to understand why. It's clean, healthful, quiet, quick, economical heat. And no bulky, unsightly room fixtures—just inconspicuous hot air grilles set in your walls or floors.

Rheem Heating Appliances bring you warm air

heating at a new peak of perfection. Advanced styling—advanced engineering features—advanced performance—at *reduced cost*. Whichever Rheem Appliance you choose, you'll find it economical to own and to operate. If you have an old-fashioned heating system at present, a new Rheem will cut your fuel bills drastically.

Your Rheem Heating Dealer can help you to make a wise selection. He'll survey your heating requirements accurately. Then he'll recommend exactly the right size Rheem for your home—in the right style and the best fuel for your needs. And he'll give you an expert installation too—so you will enjoy years of dependable, trouble-free performance with your Rheem.



**Be Sure
—Buy Rheem**

RHEEM MANUFACTURING CO.

570 Lexington Avenue
New York 22, New York

HOME COMFORT APPLIANCES

**Water Heaters
Soft Water Appliances**

**Heating Appliances
Evaporative Coolers**

9 Plants in U. S. A.—affiliated companies in Brisbane, Melbourne, Sydney, Rio de Janeiro, Singapore, and Hamilton, Canada.



Soft
Water } *DESIGNED for
YOUR HOME*

BY THE FOREMOST MANUFACTURER
OF HOME COMFORT APPLIANCES  **Rheem**

HARD WATER

Often called public enemy Number One for three-fourths of the country's homes—hard water costs home owners millions of dollars every year!

About 75% of the country lies in "hard water" areas. The water supply contains particles of calcium, magnesium and other minerals. These "hard" mineral particles form a tough curd with soap, prevent it from lathering. You notice it as the familiar "bathtub ring." It leaves a dull film on your hair after shampooing; dishes and glasses look streaky after washing. Laundry comes out grey and only half clean.

Worse than all that—hard water actually costs you hard cash! It takes twice as much soap to get the same amount of suds. And the harsh soap curd left in laundry shortens fabric life as much as 35%. What's more, hard water leaves a scaly deposit in the pipes and tank of your water heater. It runs up expensive plumbing bills, makes water more expensive to heat.

Chances are you've lived with hard water so long you don't realize the difference. But now, for the first time, there is an easy way—within the reach of every home owner—to eliminate hard water once and for all!



Rheem FULLY AUTOMATIC Soft Water Appliance

The Most Modern Compact Soft Water Appliance
For Use Right In Your Own Home • Makes Water Soft As Rain
Streamlined Unit Fits Anywhere • Foolproof Automatic Operation
Softens Up To 100,000 Gallons Without Attention
Only One Simple Dial To Set

THE RHEEM SOFT WATER APPLIANCE is just as automatic as your new dish washer or water heater. It takes every last bit of hardness out of all your water—makes it soft as rain. It softens up to 100,000 gallons of water automatically—enough for an entire year's supply—and it's amazingly simple to operate!

THE MOST ADVANCED APPLIANCE ON THE MARKET—new engineering features assure you of perfect operation. The Rheem patented V-Type bottom eliminates dead water pockets in the tank—not a drop of hard water gets through! The Rheemolite Filter softening agent is the most efficient known.

DOUBLE SAFETY AGAINST CORROSION—hard water is hard on tanks, but 2 Rheem features guard against

hard water damage. The Rheem tanks are Rheem-Processed—made of heavy gauge steel fused with *even* zinc coating. And they're lined with a Paracine coating, for extra protection. Leaks, rust, scale—just don't have a chance. Rheem Processed Tanks are guaranteed by Rheem.

INSTALL IT ANYWHERE—the exterior of the streamlined, twin-tank unit has been stripped of all complicated valves, knobs and gadgets. The engineers have made it so compact and good-looking that you can install it absolutely any place where you have water pipe connections.

IT'S GUARANTEED—the Rheem Soft Water Appliance is backed by one of the most liberal guarantees ever made on this type of appliance. You can't go wrong with a Rheem!

These Tests by
Independent United States
Testing Company
Show the Difference



MILK BOTTLE TEST PROVES THE DIFFERENCE—ordinary tap water (left) uses up half your soap just softening the water and forms harsh curds. Soft water (right) saves soap and gives you twice the suds.

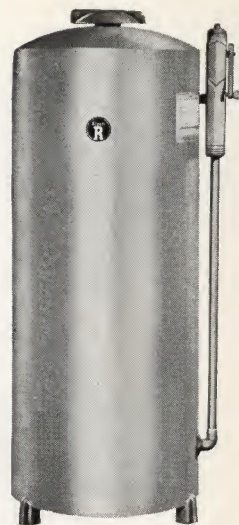


Semi-Automatic Soft Water Appliance

This compact streamlined model has only one tank, yet it's almost automatic in operation.

The convenient 4-position valve controls the few simple servicing operations. Periodically, when the Rheemolite Filter needs recharging—you just turn the valve to the positions which are clearly marked. Just a short period of time, and the Rheem is ready to give you an uninterrupted supply of rain soft water again.

The Semi-Automatic Rheem has all the basic engineering features of the fully automatic model. It's equipped with the Rheem Processed Tank with Paracine Coating. Fully guaranteed. Can be installed anywhere, easily connected to your household water supply. Water outlets for garage or lawn can be by-passed if you wish.



Just A Flick Of The Dial

When recharging is needed, you just twist the dial to "wash," and the automatic timing device does the rest. There's even a by-pass valve which automatically keeps water flowing to your taps during the short recharging period.



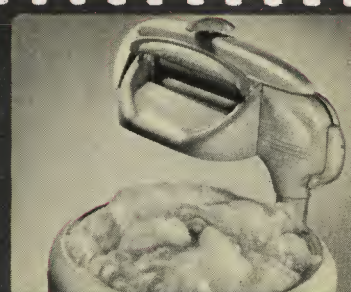
One of these Sizes WILL EXACTLY FIT YOUR HOME

Automatic Soft Water Appliance						
Model Number	Grain Capacity	Salt Capacity	Salt per Regeneration	Cubic Feet Mineral	Approximate Floor Space	Height
2703-35	35,000	400 lbs.	17½ lbs.	3	22" x 33"	60"
2703-60	60,000	350 "	30 "	3	22" x 33"	60"
2703-90	90,000	300 "	45 "	3	22" x 33"	60"

Semi-Automatic Soft Water Appliance						
Model Number	Grain Capacity	Salt per Regeneration	Cubic Feet Mineral	Width	Height	Depth
2702-35	35,000	20 lbs.	3	18½"	60½"	14"
2702-60	60,000	30 "	3	18½"	60½"	14"
2702-90	90,000	45 "	3	18½"	60½"	14"

The Rheem Soft Water Appliance Pays for Itself

Independent Laboratory Tests Prove Rheem Soft Water can save you up to \$200 a year. Saves Soap—Saves Fabrics—Saves Plumbing—gives whiter, cleaner laundry—softer skin and hair.



LUSTROUS HAIR—when you buy a lot of expensive shampoo, you're paying mostly for ingredients to soften the hair. Just pure soap and soft water can give you the lustre and silkiness to your hair.

SOFTER SKIN—in your bath, the same hard water curds that ring the tub, clog your pores, irritate your skin. Rheem soft water whips up a cleansing lather, makes your skin feel smoother and softer.

SAVE MONEY ON "SOAPLESS SUBSTITUTES"—dishes wash cleaner and faster with plain soap and Rheem soft water. Actual tests show that detergency is improved 82.6% with Rheem soft water.

CLEANER LAUNDRY—in your washer, hard water leaves a hard curd in your laundry. Soft water gets your clothes cleaner, faster, and uses less soap. Fabrics last up to 50% longer in soft water washing.

Take a Tip from the Experts about **SOFT WATER**



Home-Making And Beauty Editors of the leading women's magazines have long pointed out the need for soft water in laundering, cleaning and for beauty care.

If You've Bought A New Washing Machine Lately the manufacturer has probably told you that you'll get better results with soft water.

Most Commercial Laundries use soft water to get clothes clean quickly. And many of them use soft water appliances to get the best results.

Up until now the average home owner has had little choice but to use detergents wherever he needed soft water. The soft water appliances have been too complicated and bulky for home use. They have needed frequent attention, and they have been too difficult to operate without a trained service man.

But now—you never again need to use expen-

sive "soapless substitutes", struggle with an old-fashioned water softener or pay the price of soft water rentals.

The Rheem Soft Water Appliance will start saving you time, money and work from the day you have it installed. Truly, it's an appliance that pays for itself—and pays you back with interest!



Your local Rheem dealer knows exactly how hard your water supply is. He can estimate your water requirements accurately and recommend the right size Rheem Soft Water Appliance for your home. He'll give you expert installation too—for long, trouble-free performance.

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